



BARRED ROCK



WHITE LEGHORN

ALL MONEY MAKERS



WHITE WYANDOTTE



BLACK MINORCA



SILVER CAMPINE



WHITE ORPINGTON



Pratts **Poultry Experts Will Help You**

This booklet deals in a general way with some of the more important poultry problems. But you may now, or later, need some personal assistance, some information on individual problems, some advice regarding any of the many special subjects which may arise in connection with your poultry work.

We will and can help you—without expense or obligation on your part.

The Pratt Poultry Service Department is maintained for this purpose. Our experts are at your service. Ask their help at any time. Your letters will receive prompt and careful attention. They will consider it a privilege and pleasure to aid you in making a big success with your birds.

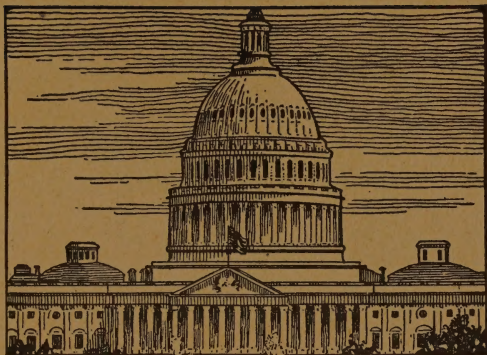
Address letters of inquiry to

**POULTRY SERVICE DEPARTMENT,
PRATT FOOD COMPANY,
PHILADELPHIA, PA.**

A 48 page book on the raising and care of poultry—**FREE**. Send postal card to Dept. 14, Pratt Food Co., Philadelphia, Pa.

A 160 page book—The Poultryman's Complete Hand Book—worth at least \$1.00, mailed on receipt of 10c. in stamps or silver. Address Dept. 14, Pratt Food Co., Philadelphia, Pa.

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**THE GOVERNMENT
ADVOCATES
100 HENS ON EVERY FARM
and
2 HENS PER PERSON
IN EVERY BACK YARD**

Follow Uncle Sam's advice, but at the same time, make your poultry pay. Now of all times you should see that your hens are

ALL MONEY MAKERS

This year you should not simply "keep hens"—make your hens "keep you." The object of this booklet is to help you attain that end.



HERE are many different breeds and varieties of domestic poultry. They vary in size, color and shape, but all—without exception—are "money makers" and profit payers if they are given a fair chance. That simply means common sense management.

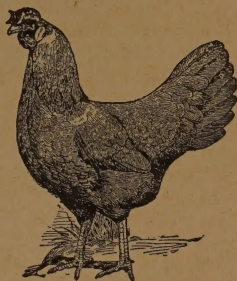
And in these days when our Government rightfully demands the highest efficiency in all lines of work and when the food problem is pressing, it is the plain duty of every American poultryman to do everything in his power to make his flock, regardless of its size, highly productive. And this course is good business policy too, because there is neither satisfaction nor profit in keeping a "slacker" flock. Our country needs the food—our citizens need the money required to support the Government—our poultry will produce both.

Regardless of the size of the flock, the breed, the locality, certain basic principles of management apply. These we will present briefly in the following pages. Understand and apply these principles and success is practically assured. It is as easy to do things right as wrong, but there is a vast difference in the results which follow. If your hens do not lay steadily, if your chicks fail to grow rapidly, if your market stock does not fatten quickly, you are failing to do your full share in the matter of food production and are losing the cream of the poultry profits. **AND PROBABLY THE FAULT IS YOURS!**

Don't be satisfied with half-way results. Find the faults in your methods and correct them. We will help you. Our poultry experts will give you practical, dependable, personal advice and assistance, and that without cost or obligation on your part.

PRATTS POULTRY REGULATOR
Makes Hens Lay

Keep poultry if you can. Your Government urges you to keep a little home flock to meet the needs of your family, or, if possible, a big flock to help meet the big demand for eggs and table poultry, but under all conditions make every bird do its full duty the year round.



Buff Leghorn

The following information applies particularly to fall and winter management of poultry. This is the critical season on the poultry plant. If the flock is kept healthy and productive during this period, the success of the entire year is assured.

THE BEST BREED

As previously stated, a good bird of any breed will give satisfactory results under right management. But it is always wise when selecting the breed to consider the main object for which poultry is kept, *i.e.*, whether for eggs or table poultry, or both; also the local market conditions, and finally, personal preference as to kind and color. Then select that breed which promises to most nearly meet the conditions.

We recommend the keeping of pure-bred

"After a long experience I find Pratts Poultry Regulator to be absolutely the best tonic to keep a flock of poultry in condition. Just as soon as I find a pen is not doing well, I use the Regulator in their mash. Almost immediately I notice their appetite improves, their combs redden and they lay better."

John S. Martin, Breeder,
Regal Strain, White Wyandottes,
Port Dover, Canada.

fowls. Not necessarily show birds—unless you desire to breed for exhibition purposes—but one of the recognized breeds which have been produced through years of careful breeding to an established standard of form and color.

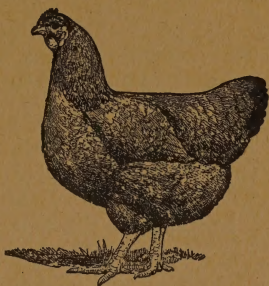
There are many reasons for this. The flock will be uniform, can be more easily managed because the individuals are so much alike, will yield a uniform product both as regard size and color of eggs and market carcasses. And then there is the added advantage and profit to be derived from the sale of hatching eggs, baby chicks and breeding stock at prices much higher than can be secured from the products of mongrel flocks.

The Minorcas, Leghorns, Anconas, Campines and similar breeds are known as “egg machines,” producing white-shelled eggs in large numbers. They are non-sitters. The Plymouth Rocks, Wyandottes and R. I. Reds are general-purpose fowls, excellent layers of brown-shelled eggs and good table-poultry as well. The English Sussex and Orpingtons and the French Faverolles have much the same characteristics as the American breeds previously mentioned. The Brahmas and Langshans are usually considered meat-producing breeds, but under proper care are also good layers of brown-shelled eggs.

While breed is highly important, there is often greater difference in money making

PRATTS LICE KILLERS
Destroy All Vermin

ability between families of the same breed than between average specimens of different breeds. So when procuring new blood, either to start a flock or build up an established one, the poultryman will do well to deal with a breeder who has



Rhode Island Red

perfected his strain along the lines desired by the purchaser. This applies with equal force to both exhibition and utility fowls. And it naturally follows that every effort should be made to improve and intensify the desired characteristics by careful breeding, to the end that every individual in the flock may be made superior in these characteristics. Profits are not secured from one or two birds alone but from the flock as a whole.

THE FLOCK.

Regardless of the size of the flock, whether it contains a dozen birds or a thousand, the individual bird is the unit which must be considered. No matter how carefully-bred the flock is, it will contain some birds which are not desirable unless special attention is given to getting rid of the unprofitable birds.

"On examining one of our best sitting hens which was very restless, I found her being literally eaten alive by lice. I powdered her thoroughly with Pratts Powdered Lice Killer, working it well into the feathers. On removing her from the nest the next morning, and shaking out the feathers, the dead lice simply 'rained' out upon the floor and not a live one could be found. Pratts Lice Killer does its work thoroughly."

C. R. Coble, Shelbyville, Tenn.

Too often the poultryman figures he can accommodate a given number of fowls and in order to make up the desired number retains some individuals which are not right in every respect. This is a serious mistake. The inferior birds are kept at a loss, thus cutting into the profits made by the good ones.

Better give the space, food and attention to twenty-five birds which are heavy producers than to fifty which are "half-and-half" and yield but little if any profit as a flock because of the expense of "boarding" the poor layers.

So cull your flock without mercy. Send to the block all weaklings, all which show the slightest tendency toward disease, all that are lacking in vigor or are undeveloped or misformed. Keep only such as are physically fit to stand the strain of a hard campaign.

This advice applies to all fowls retained for any purpose, but with especial force to those intended for use as breeders. Physical perfection, strength and vigor are transmitted by parents to their young just as surely as are deformities, weakness and the tendency toward disease. And when making up your breeding pens you determine, in large measure, the quality of the chicks you will hatch. Do not deliberately produce a large percentage of inferior chicks by neglecting to select all breeding birds with extreme care.

PRATTS
ROUP
REMEDY Prevents and Cures
Roup and Colds

Then keep your flock in a state of perfect health. This is merely a question of management. Neglect the birds and disease will creep in, offsetting the benefits gained from the careful selection previously advised.



Spangled Hamburg

Keep the poultry house comfortable, clean and sanitary at all times. Supply good food and pure water. Treat promptly every bird which shows the slightest symptoms of sickness. Exterminate the lice and mites which cause so much discomfort and sap the strength of their victims, by using Pratts Powdered Lice Killer and Pratts Poultry Disinfectant.

Disease may arise from two general causes. The first great group of disorders arises from the failure of the bird's internal organs to work properly, as indigestion, sluggish circulation, liver trouble, and the like. The second, from infection with the specific organisms or germs which cause such diseases as cholera, roup, tuberculosis, etc. And, bear in mind, that birds which are strong and vigorous will usually throw off these latter diseases while half sick-ones will almost invariably contract them if exposed; therefore, get rid of the weak ones.

"In November my White Plymouth Rock hens had the roup very bad. I tried everything I heard or read of. Everything seemed to help, but nothing cured until my dealer said to me, 'Why don't you get Pratts Roup Remedy?' and sure enough, it did cure them. Now when we have a cold morning, I put Pratts Roup Remedy in the drinking water."

Mrs. S. H. Carter,

Emporium, Pa.



Silver Wyandotte

earth equals Pratts Poultry Regulator. A record of nearly fifty years "making good" for poultrymen in all parts of the world, and our money-back guarantee of complete satisfaction, verify the truth of this statement. At the cost of but a cent a hen per month, you can supply your birds with Pratts Poultry Regulator, insure their health and speed up their laying. Two or three of the many extra eggs secured from each layer pays the entire cost for a year. The rest are all clear profit.

Pratts Poultry Regulator is not a food and should not be considered or valued as such. It is a combination of roots, herbs and other materials necessary to keep the system in perfect "running order."

It is a balanced conditioner and regulator, a natural tonic, an appetizer and a digestive.

Proper care of the flock includes protection against the self-developed disorders composing the first group and against outside influences which bring on the diseases due to infection or contagion.

To keep healthy fowls well and productive, nothing on

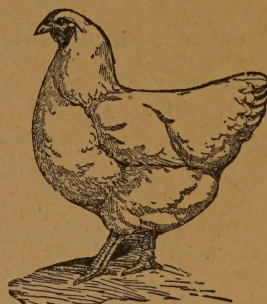
Protection against contagious diseases includes, in addition to fresh air, clean food and clean quarters, the regular use of a disinfectant to kill the germs before they attack the fowls.

Pratts Poultry Disinfectant, while inexpensive, pleasant to smell and easy to use, is also highly effective. It is sure death to many germs, vermin and helps keep down bad odors.

Should disease appear, there is a tested dependable, remedy, in the Pratt line for practically every ailment. Prevention is better than cure. Give quick and effective treatment if disease does creep in. Learn and apply this lesson and you have taken a big step on the road to success.

THE HOUSE

As a rule, open-front or fresh-air buildings are to be preferred, always with provision made to keep out driving rain and snow. Give the flock as much house room as possible. Do not overcrowd, especially in fall and winter when the birds must be confined much of the time. In large buildings, those



White Plymouth Rock

PRATTS GUARANTEE
"Your Money Back If You Are Not Satisfied"

which accomodate twenty-five to a hundred birds, from four to six square feet of floor space per bird is the rule. In smaller buildings, relatively larger space is required.

The importance of proper disinfection and guarding against disease germs, lice, mites, etc., is so great that we consider it advisable to again urge the regular use of Pratts Poultry Disinfectant and Pratts Powdered Lice Killer.

THE YARD OR RANGE

If the house is roomy, laying hens do not require any outside run during the period of unfavorable weather. Many expert poultrymen keep their layers indoors all winter with excellent results.

We rather prefer to give our fowls some out-door exercise when weather is favorable because of its effect on their general health. However we do not like to see layers exposed to cold rains or wading around in snow or mud. Let the birds out when they will be benefitted; keep them in when they might be injured by exposure.

THE POULTRY RATION

In a booklet of such general character, circulating in all sections of America, we hesitate to give any specific feed mixtures, preferring to state general principles so the reader may make use of those feeds which are most easily and economically secured in his particular section.

PRATTS POULTRY REGULATOR
Makes Poultry Pay

The home mixing of poultry feeds can be recommended to those who grow many of the grains used and to those who operate on a large scale and who are in position to buy the various ingredients in large lots at wholesale prices. But to those not so favorably situated, who



Speckled Sussex

must buy all feeds required, and in small quantities, we suggest the adoption of some one of the ready mixed complete rations for poultry which are on sale practically everywhere. This plan usually means a great saving of time and frequently of money as well.

The hen has a wonderful digestive system, one which works rapidly and efficiently when in a state of perfect health. But, unfortunately, this large and complicated set of digestive organs frequently becomes clogged or inactive under the pressure of the heavy feeding so necessary to secure a big egg-yield or rapid growth. Guard against this danger by supplying the tonics, digestives and laxatives required to keep every organ doing full duty all the time.

The importance of a well balanced ration

Pratt Food Co., Philada., Pa.

Gentlemen:

Believing it might be of interest to you to know what I think of your products, permit me to say that I have used Pratts Poultry Regulator with good success and it is always a pleasure to recommend your goods.

Miles Poultry Farm,

Worthington, Ohio.

Oscar E. Miles, Owner.

should be remembered at all times. Grains, either whole or in cracked form; ground feeds, referred to generally as mash mixtures; greens; ground bone; oyster shells and grit are all essential.

To those who may experience difficulty in solving the feeding problem, we suggest placing the matter before our experts by addressing request for information to Poultry Service Department, Pratt Food Co., Philadelphia, Pa.

The grains are best fed in deep litter of straw, leaves or shredded corn fodder. The ground grains (mash mixture) may be fed dry in hoppers, or moistened with milk or water and fed in troughs. The green food is an extra, usually given daily or every other day. The grit and shell should be kept before the fowls all the time in hoppers or boxes.

Briefly, then, the ration should be varied, avoiding too great a proportion of any one class or kind of feed. And it should be fed most liberally. Give the birds every ounce of food that they can use to advantage.

There is no profit in scanty feeding. The most profitable flock is the one that converts the largest amount of food into the greatest number of eggs.

While liberal feeding is absolutely necessary for greatest results, it is not entirely free from danger.

PRATTS POULTRY DISINFECTANT
Keeps Disease Away

The birds may lose appetite, may develop indigestion or liver trouble, may have constipation or diarrhoea. Any one of these troubles will check egg-production, but fortunately they can all be prevented through the use of simple methods.



Black Langshan

The regular use of Pratts Poultry Regulator will keep the entire flock in perfect condition at all times. The tonics it contains tone up the whole system and keep the appetite sharp; the digestives aid in and hasten the process of digestion and prevent the liver from being overworked; the natural laxatives regulate the bowels, insuring prompt removal of all waste matter; other ingredients drive out the intestinal worms which are so common, but usually overlooked, in the bowels.

The addition of Pratts Poultry Regulator to the ration removes the dangers mentioned above, makes heavy feeding safe and profitable. If you have the slightest doubt of this well-established fact, make a thor-

Gets Rid of Lice and Disease

"Pratts Disinfectant which I have been using for the last two years is all that it is recommended for. I had lots of trouble with my fowls trying to keep down lice, mites, and sore-head until I began using Pratts, but now my trouble is over. I recommend Pratts to all poultry raisers."

J. F. Stewart, Lake City, Fla.

ough test according to directions with your flock at our risk. Any Pratt dealer will furnish the Regulator with the distinct understanding that you may test it in any way, then "your money back if not satisfied."

Winter eggs are produced in greatest numbers by well-matured pullets and yearling hens. Pratts Poultry Regulator will bring the pullets to laying maturity earlier in the fall, shorten the moulting period of the hens and prevent deaths during this trying period. They will lay more eggs during the period of high prices, and more winter eggs mean more money, bigger profits.

LICE AND MITES

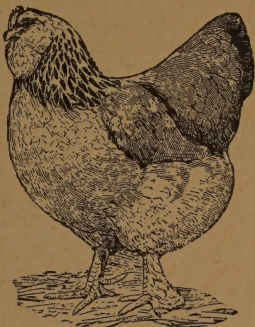
Hens cannot fight lice and produce eggs at the same time. Pratts Powdered Lice Killer is the favorite lice powder. An occasional dusting of the flock will keep it free from body lice. Pratts Lice Salve is another wonderful lice killer. Merely rub a small amount on the feathers about the vent and under the wings, and the lice will quit.

Mites live in cracks and crevices in the walls and about the roosts and nests. They are especially hard to drive out where the roosts rest on the supports. They require different treatment from lice. Spray thoroughly with Pratts Red Mite Special and you'll have no more trouble from this source.

PRATTS BABY CHICK FOOD
Life Insurance For Chicks

Fall and Winter Diseases

While Pratts Poultry Regulator will keep the flock in such vigorous condition that most diseases will be prevented, there are a few disorders which may gain a foothold during the cold, stormy season. All should be promptly treated, and it is well to have a stock of the required remedies on hand



Faverolle

for instant use. The quicker the treatment the quicker the cure and the sooner the birds get back to work.

Roup is the most feared of the winter diseases. It is very contagious and destructive. The symptoms are coughing and sneezing, discharges from eyes and nostrils, closed and swollen eyes, canker in mouth and throat.

If the disease appears, remove the sick birds and spray the house thoroughly with Pratts Poultry Disinfectant to protect the healthy birds. Treat the cases with Pratts Roup Remedy, as directed. Use the same preparation in the drinking water given

"Kindly send me some Baby Chick booklets. I send them with eggs for hatching to customers throughout the United States and Canada, to enable them to grow chicks properly. I started the finest laying stock I ever had this year with Pratts Baby Chick Food, and have Pullets laying at four months. Ulster Queen was raised on it, and laid 801 eggs in three years."

The Whitney Poultry Farm,

Marlboro, N. Y.

the entire flock. It is put up in both tablet and powder form. If the birds appear really sick and weak, give Pratts Condition Tablets for a powerful, quick-acting tonic.

As a matter of fact, it is wise to put Pratts Roup Remedy in the water at intervals, especially during changeable weather, to prevent roup, colds, canker and similar troubles from developing.

PREPAREDNESS PAYS

Give your birds a fair chance to do their best work for you. It's up to you! You can with all confidence rely upon Pratts Poultry Preparations to make your work easier and results better. Provide a supply of the things you will surely need—Do it now! Have them at hand—you may need them any minute. And remember—"Your money back if you are not satisfied."

There is a Pratt dealer near you. See him to day!



PRATTS For Protection!
For Profits!

***Pratts* Poultry Preparations**

A complete line of poultry necessities, scientifically compounded, widely tested for half a century, Guaranteed to give absolute Satisfaction or Money Refunded.

Owing to steadily advancing costs, ranging from 100% to 400%, it is now impossible for any manufacturer of quality goods to sell at the same prices prevailing before the Great War, without sacrificing quality.

This we will never do. Hence the price changes on the following list, effective throughout the United States, except on the Pacific Slope, which may necessarily be subject to further revision without notice.

Pratts Poultry Regulator, in packages, 30c, 60c, 75c, \$1.20; in 25 lb. pails, \$3.00, 100 lb. bag, \$9.00.

Pratts Powdered Lice Killer, Sifter top boxes, 30c and 60c.

Pratts Poultry Disinfectant, 1 quart, 50c; half-gallon, 90c; 1 gallon, \$1.50.

Pratt Roup Remedy (Tablets or Powder) 25c, 50c. and \$1.00.

Pratts Baby Chick Food, in packages and bags. Prices on application.

Pratts White Diarrhoea Remedy, 25c and 50c.

Pratts Chicken Cholera Remedy, 25c and 50c.

Pratts Head Lice Ointment, 25c.

Pratts Condition Tablets, 25c and 50c.

Pratts Bronchitis Remedy, 25c and 50c.

Pratts Sore-Head Chicken-Pox Remedy, 25c and 50c.

Pratts Scaley Leg Remedy, 25c and 50c.

Pratts Gape Remedy, 30c and 60c.

Also Pratts Animal Regulator and a full line of Pratts Animal Remedies.

Keep a supply on hand for quick use when needed. (The larger sized packages are more economical.) Be sure to secure the genuine Pratts. Refuse substitutes. If your dealer does not carry **PRATTS**, mail your order direct to our nearest office.

PRATT FOOD COMPANY

PHILADELPHIA, CHICAGO, TORONTO



CHINESE GOOSE



ANCONA

Pratts Poultry Regulator Makes Hens Lay



WHITE TURKEY



LIGHT BRAHMA



PEKIN DUCK



HOUDAN